

Chicano Elegance *foundation*



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Invest in a special night of celebration, culture and pride! The immersive experience is open to the most stylish designers, creatives and industry professionals.

It is pivotal to celebrate culture in style with an elective mix of live music, fashion, cultural presentations and the accomplishments of our gente.



Celebration is Resistance!

Your donation is tax deductible.
Tax ID 41-2747054



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WHAT:

Guests will be treated to a curated art show, cultural performance, catered dinner, with the best dressed attendees featured in various media outlets from coast to coast.

The Gala is the ultimate night of Chicano power curated with intention and heart to ensure all guests are treated as the VIPs they are.



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WHO:

- Over 300+ influential guests who are community members with over a million followers on social media platforms

Resources & more

- Financial Literacy
- Business Education programs
- Professional Networking
- Resources & classes



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WHO:

- Over 300+ influential guests who are community members with over a million followers on social media platforms

Our Audience

- 1.4 Million views
- 100.4K monthly interactions
- 33.7k Followers
- Age Range 19-45



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WHY:

Chicano spending power is a significant and growing economic force in the US.

The Latino community in the US had a collective spending power of \$3.4 trillion in 2022, making it the 5th largest economy in the world.

Chicano consumers are more likely to shop online, use social media for purchases, and influence trends.

Chicanos are launching businesses at a higher rate than the general US population.

There are approximately 37 million Chicanos. The population is young and rapidly growing with a median age of about 28

Chicanos are brand loyal customers who prioritize cultural representation, quality and community-driven brands.

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ABOUT:

There are many discussions about the real meaning of what it is to be Chicano. Many Latin American/Indigena people have experienced the same struggle, prejudice, and obstacles.

We continue to make noise, create space and be unapologetically proud of everything that makes us who we are. Not only do we celebrate our Indigenous roots, but we amplify nuances of our community of Chingones that share talent, goals, and beauty as Chicanos, "de aqui & de alla".



When they discriminate against our community they do not bother to ask which country you are from, or if you were even born in the US, it does not make a difference.

Chicano Elegance unites these people from coast to coast, especially west coast neighborhoods/barrios that were created by immigrants who share not only struggle, but also food, music, culture, and slang.

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Elvira Zamora: FOUNDER

A Multi- Hyphenate Creative Merging
Fashion and Philanthropy

Elvira arrived in the City of Angels from Peru at 10 years old. She takes pride in identifying as a Valley Girl! Her journey as a creative began in the San Fernando Valley. Coming from a family of fashion creatives, she started her first fashion business in her father's tailor shop in 2001. A small women's boutique that has since evolved into a unisex brand and upcycled 1 of 1 designs sold online.



That is why she created Chicano Elegance.

A fashion gala and show tied to a greater cause. Embedded with a sense of cultural pride, much like her own personal experience, Chicano Elegance is a reflection of Elvira's desire to see brown, indigenous, and Chicano representation in the fashion industry.

Elvira continues to challenge the status quo by unapologetically encouraging her clients to try something new. To remain authentic to their own style and desires. She is a relentless creative who is always on the pursuit to grow as a fashion designer, creative director, and as a person.